

# CURBSIDE MANAGEMENT & DEMAND RESPONSIVE PRICING

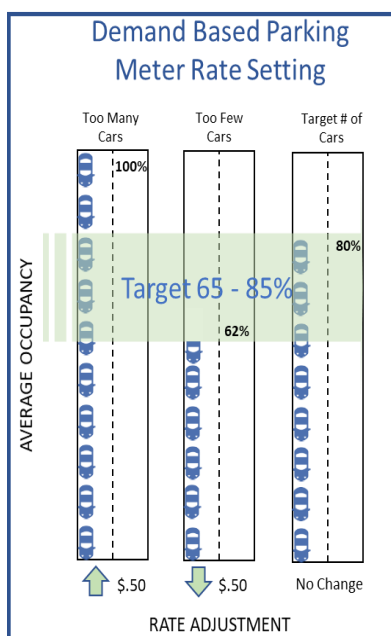


The Parking Division within the Department of Transportation manages parking operations to meet the demands for a finite supply of publicly available on-street curbside parking.

*Goal: Metered on-street parking that maintains targeted availability during all times of day.*



1. When demand for parking is low, hourly rates are reduced.
2. When demand for parking is high, hourly rates are increased.



Historically San Jose's metered parking pricing has not been set based solely on a data driven model, with pricing often staying stagnant for many years, and in some cases decades, limiting the City's ability to effectively manage the curb.

DOT's new curbside parking proposal aims to establish a demand-responsive pricing model for metered parking with an initial established rate and future semi-annual adjustments up or down in \$0.50 increments and within four time of day bands.

## DATA DRIVEN & DEMAND RESPONSIVE

### Banded Time-of-Day Pricing

By establishing and expanding time of day bands (see table) during active meter periods (8am-8pm), the City can target pricing changes over time to coincide with high and low demand periods within specific meter areas.

Band 1	8am - 11am
Band 2	11am - 2pm
Band 3	2pm - 5pm
Band 4	5pm - 8pm

### Occupancy Data Collection

Semi-annually in October & April, DOT will conduct occupancy surveys within each meter area and across each of the time-of-day bands to determine if rate adjustments are necessary. All data will be made available to the public via the ParkSJ website.

### Rate Adjustments

Semi-annually in July & January, DOT will apply the Demand Responsive Parking Meter Rate Setting model based on meeting the targeted occupancy range of 65-85%. If occupancy data within any area and within a time band is within the target range, then no hourly pricing adjustments will be made. If occupancy data is over 85% the hourly rate will increase by \$.50, and conversely if the occupancy is below 65% the rates will decrease by \$.50. Hourly parking rates will be based solely upon occupancy levels.

### Initial Rates & Minimum / Maximum Thresholds

DOT is proposing to establish eight distinct meter areas with initial hourly rates set at the existing \$2/hr within the historical "core" and \$1.50/hr in the periphery areas of East Santa Clara, Japantown, and Old Civic Center areas. Minimum rates need to be established to ensure parking meter operating cost recovery and will be between \$1-\$1.50/hr. Rates will not be allowed to exceed \$5/hr.

Meter Area	Initial Rate	Min Rate	Max Rate
Downtown Core	\$2/hr	\$1.50/hr	\$5/hr
San Pedro	\$2/hr	\$1.50/hr	\$5/hr
St. James	\$2/hr	\$1.50/hr	\$5/hr
SJSU	\$2/hr	\$1.50/hr	\$5/hr
SoFA	\$2/hr	\$1.50/hr	\$5/hr
East Santa Clara	\$1.50/hr	\$1/hr	\$5/hr
Japantown	\$1.50/hr	\$1/hr	\$5/hr
Old Civic Center	\$1.50/hr	\$1/hr	\$5/hr

### Tentative Timeline/Next Steps

Staff is proposing the program become effective July 1, 2021 with the first occupancy data collection to be conducted in October 2022. The first rate adjustments, if applicable, would not occur until January 2023.





